Docket No. P24,368 USA

AMENDMENTS TO THE CLAIMS

This Listing of Claims will replace all prior versions, and listings, of claims in this application:

Listing of Claims:

- 1. (Currently Amended) A computer-implemented method for viewer-specific presentation of information, the method using a computer comprising a CPU, a memory operatively connected to the CPU, and a program stored in the memory and executable by the CPU for presenting information, the method comprising the steps of:
 - (a) receiving a request for information from a viewer;
- (b) identifying a viewer state associated with said viewer, said viewer state;
- (e) identifying a collection of one or more data states related to said viewer state, in-a ranked order of preference for satisfying a request for information for said viewer state;
 - (d) identifying a collection of multiple data types;
- (e) identifying a <u>data element</u> data store containing <u>storing</u> multiple data elements, each <u>of said multiple data elements being element of which is tagged with one of said data states and one of said data types;</u>
- (f) selecting viewer-specific data elements from said data store by

 determining a corresponding data state of each data element in said data store,
 examining all data elements related to each data type, and for each data type
 selecting the a corresponding data element having a corresponding data state that is



preferred among said data states corresponding to said viewer state possessing the highest ranked data state specified by said ranked viewer states;

- (d) presenting said viewer-specific data elements to said viewer to satisfy said viewer's request for information.
- 2. (New) The method of claim 1, wherein said viewer state provides a list of data states in a ranked order of preference for satisfying a request for information for said viewer state.
- 3. (New) The method of claim 2, wherein said corresponding data element comprises a respective data element having a respective data state that is most highly ranked among all data states corresponding to said viewer state.
 - (New) The method of claim 3, further comprising:
 identifying an entity data store storing a plurality of entities;

tagging each of said data elements in said data element data store with one of said entities;

selecting entity-specific data elements for each entity by examining said data elements and selecting a subset of said data elements corresponding to said entity;

selecting viewer-specific data elements from said entity-specific data elements by examining said entity-specific data elements corresponding to each data type, and for each data type selecting a corresponding data element having a corresponding data state that is preferred among said data states corresponding to said viewer state; and

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presenting said viewer-specific data elements selected from said entityspecific data elements for each entity to said viewer to satisfy said viewer's request for information.

- 5. (New) The method of claim 4, wherein said corresponding data element comprises a respective data element having a respective data state that is most highly ranked among all data states corresponding to said viewer state.
 - 6. (New) The method of claim 5, further comprising: identifying a set of entity types;

tagging each of said entities in said entity data store with one of said entity types;

identifying a collection of design states corresponding to said viewer state; identifying a design template data store storing at least one design template describing a format for data presentation, each template being tagged with one of said design states and one of said entity types;

selecting viewer-specific design templates from said design template data store by determining a corresponding entity type for each entity in said entity data store, examining said design templates corresponding to said entity type, and selecting a corresponding design template having a corresponding design state that is preferred among said design states corresponding to said viewer state; and

utilitizing said viewer-specific design template to present said viewer-specific data elements selected from said entity-specific data elements for each entity to said viewer to satisfy said viewer's request for information.



- 7. (New) The method of claim 6, wherein said viewer state provides a list of design states in a ranked order of preference for satisfying a request for information for said viewer state.
- 8. (New) The method of claim 7, wherein said corresponding design state comprises a respective design state that is most highly ranked among all design states corresponding to said viewer state.
- 9. (New) The method of claim 6, wherein said corresponding design template comprises a respective design template having a respective design state that is most highly ranked among all design states corresponding to said viewer state.
 - 10. (New) The method of claim 5, further comprising:

identifying a collection of entity states corresponding to said viewer state, said entity states being identified in a ranked order of preference for satisfying a request for information for said viewer state;

identifying an entity data store containing at least one entity, each entity being tagged with at least one of said entity states;

selecting viewer-specific entities from said entity data store by examining said entities and selecting entities having at least one entity state corresponding to said viewer state;

ranking said viewer-specific entities according to a highest ranked entity state for each entity specified by said ranked entity states corresponding to said viewer state; and



presenting said selected viewer-specific entities to said viewer to satisfy said viewer's request for information.

11. (New) The method of claim 8, further comprising:

identifying a collection of entity states corresponding to said viewer state, said entity states being identified in a ranked order of preference for satisfying a request for information for said viewer state;

identifying an entity data store storing at least one entity, each entity being tagged with one of said entity types;

selecting viewer-specific entities from said entity data store by examining said entities and selecting entities having at least one entity state corresponding to said viewer state;

ranking said viewer-specific entities according to a highest ranked entity state for each entity specified by said ranked entity states corresponding to said viewer state; and

utilitizing said viewer-specific design templates to present said viewer-specific data elements selected from said entity specific data elements for each of said selected entities to said viewer to satisfy said viewer's request for information.

12. (New) A computer-implemented method for viewer-specific presentation of information, the method using a computer comprising a CPU, a memory operatively connected to the CPU, and a program stored in the memory and executable by the CPU for presenting information, the method comprising:

receiving a request for information from a viewer; identifying a viewer state associated with said viewer;



identifying a collection of design states corresponding to said viewer state; identifying a set of entity types;

identifying an entity data store storing at least one entity, each entity being tagged with one of said entity types;

identifying a design template data store storing at least one design template describing a format for a data presentation, each template being tagged with one of said design states and one of said entity types;

selecting a viewer-specific design template from said design template data store by determining a corresponding entity type of each entity in said entity data store, examining said design templates corresponding to said entity type, and selecting a corresponding design template having a corresponding design state that is preferred among said design states corresponding to said viewer state; and utilitizing said viewer-specific design template to present said entities to said viewer to satisfy said viewer's request for information.

- 13. (New) The method of claim 12, wherein said design states are identified in a ranked order of preference for satisfying a request for information for said viewer state.
- 14. (New) The method of claim 13, wherein said corresponding design template comprises a respective design template having a respective design state that is most highly ranked among all design states corresponding to said viewer state.

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15. (New) The method of claim 14, further comprising:

identifying a collection of entity states corresponding to said viewer state, said entity states being identified in a ranked order of preference for satisfying a request for information for said viewer state;

identifying an entity data store storing at least one entity, each entity being tagged with one of said entity types;

selecting viewer-specific entities from said entity data store by examining all entities and selecting entities having at least one entity state corresponding to said viewer state;

ranking said viewer-specific entities according to a highest ranked entity state for each entity specified by said ranked entity states corresponding to said viewer state;

selecting a viewer-specific design template from said design template data store by determining a corresponding entity type of each selected entity in said entity data store, examining said design templates corresponding to said entity type, and selecting a corresponding design template having a corresponding design state that is preferred among said design states corresponding to said viewer state; and

utilitizing said viewer-specific design template to present said selected entities to said viewer to satisfy said viewer's request for information.

- 16. (New) The method of claim 15, wherein said corresponding design state comprises a respective design state that is most highly ranked among all design states corresponding to said viewer state.
- 17. (New) A computer-implemented method for viewer-specific presentation of information, the method using a computer comprising a CPU, a



memory operatively connected to the CPU, and a program stored in the memory and executable by the CPU for presenting information, the method comprising:

receiving a request for information from a viewer;

identifying a viewer state associated with said viewer;

identifying a collection of entity states corresponding to said viewer state, said entity states being identified in a ranked order of preference for satisfying a request for information for said viewer state;

identifying an entity data store containing at least one entity, each entity being tagged with at least one of said entity states;

selecting viewer-specific entities from said entity data store by examining said entities and selecting entities having at least one entity state corresponding to said viewer state;

ranking said viewer-specific entities according to a highest ranked entity state for each entity specified by said ranked entity states corresponding to said viewer state; and

presenting said ranked entities to said viewer to satisfy said viewer's request for information.